PHILIP MORRIS

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JOSEPH F. CULLMAN, 3RD
CHAIRMAN OF THE BOARD

April 29, 1970

Mr. William B. Lewis, Chairman of the Board
American Cancer Society
219 East 42nd Street
New York, New York 10017

Dear Mr. Lewis:

Your letter of April 17 states that the American Cancer Society is unwilling to permit an impartial review of the Auerbach-Hammond data by "any selected committee chosen by the Tobacco Institute, or any other group."

You say our request "is without precedent in the scientific community." I submit that the Cancer Society's exploitation of this unpublished work for publicity purposes is truly without precedent in the scientific community. Through its use of publicity techniques rather than the usual scientific channels, it is the Cancer Society—not the tobacco industry—which, contrary to the traditions of American science, has projected this study into the arena of public discussion. Furthermore, in the scientific community, expert review panels are often convened to review important questions which depend upon the interpretation of research results.

You claim pathologists have visited Dr. Auerbach's laboratory, seen his slides and praised the work. Why, then, do you refuse to permit an impartial review by distinguished scientists, especially in view of your claim that this work is of great significance to the smoking public and the tobacco industry?

As you say, Doctors Auerbach and Hammond worked with funds furnished by the federal government and the American Cancer Society. Since these are funds derived from public sources, the public is entitled to a full and fair account of the results. The American Cancer Society cannot presume to be the sole custodian and interpreter of the work.

You stated that these scientists "are beholden only to the scientific community at large and to the integrity it represents." But the American Cancer Society, an organization supported by public donations, is certainly also "beholden" to its contributors and to the public at large to provide complete information about the research which it finances, especially in view of the fact that you have released news of the study to the public media. When the Society is questioned about its interpretations of such research, it should feel a responsibility to disclose the data which, it alleges, support its interpretations.

You suggest that the way to resolve any doubts about the study is to have another research organization repeat the work—which you say, was conducted over a period of three and a half years. This suggestion overlooks the fact that the American Cancer Society has called upon the tobacco industry to reasses its policies in light of the present findings. If this is the Society's position, it should not expect or want the cigarette industry to go through three and a half years of research to determine answers which the Cancer Society asserts are available today.

In view of the American Cancer Society's position, we are proceeding to bring this matter to the attention of the public.

Yours very truly,

Joseph F. Cullman, 3rd
Chairman of the Executive Committee
The Tobacco Institute, Inc.

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